

Abstract

Title: Project "Sporting Kid"

Aims: The main goal of this Theses is to introduce the decade of operation of the project "Sporting Kid", to define the function of sport projects for children with respect to the personal development of children of preschool and school age and to assess the development and further possibilities for enhancement of this Project.

Methods: In our work we used the methods of description, analysis and comparison. We used the description method to review the scientific literature related to the characteristics of preschool and school age, characteristics of physical activities, management, marketing, instructors work and communications. The method of analysis and comparison was applied to evaluate the functioning of project „Sporting Kid“.

Results: Based on the scientific literature research and the evaluation of the functionality of the project „Sporting Kid“ we found that this project is viable and promising in terms of access to the natural motion development of children, in terms of the motivation changes during the functioning of the project, as well as in financial terms according to organizers requirements. The competitive environment does not threaten the project now. The Theses provided an objective overview of the functioning of the Project „Sportng Kid“ and suggested topics for further development.

Keywords: physical activity, preschool age, school age, projects